

UPDATE

WARNING: Too Much TV Is Hazardous To Your Health

The Surgeon General stated that “Obesity is the number two cause of preventable death in the United States and yet too many of us are unaware of the long-term health consequences of a sedentary lifestyle.”

Childhood obesity is now epidemic in the US. One in ten children are obese and one in five are overweight. Already, more than one in four adults in the US are obese. With its accompanying health risks, obesity causes an estimated 300,000 premature deaths each year. It is now the number two preventable cause of death in the United States, behind smoking.

Americans do not get enough physical exercise. Americans spend most of their free time watching television, which promotes obesity and its related illnesses. The prevalence of obesity among adults and children is increasing. In fact, childhood obesity is a leading factor in the unprecedented rise of Type II (adult-onset) diabetes among adolescents.

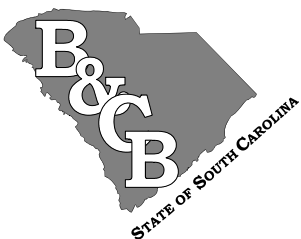
The Facts on Television

- ◆ Americans watch an average of more than four hours of television a day or two full months of television a year.
- ◆ Forty percent of families always or often watch TV while eating dinner.
- ◆ The proportion of overweight children has doubled since 1980 due, in part, to sedentary leisure time activities such as watching TV.

TV – Turnoff Tips

- ◆ Move your television to a less prominent location.
- ◆ Keep the TV off during meals.
- ◆ Designate certain days of the week as TV-free days.
- ◆ Cancel your cable subscription and use the money towards family fitness activities and equipment.
- ◆ Do not worry if children claim to be bored. Boredom passes as they become more involve in physical fitness.

Prevention Partners is encouraging everyone to participate in National TV-Turnoff Week – April 22 – 28, 2002. For every TV viewing hour you eliminate, replace it with participating in a physical fitness activity. Visit www.tvturnoff.org to learn more about National TV-Turnoff Week and how you can participate.



STATE HEALTH PLAN PREVENTION PARTNERS
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